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SALIARD, SHANNON S

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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

	Application No.	Applicant(s)
Office Action Summary	10/670,297	POWELL, KEN R.
	Examiner	Art Unit
	SHANNON S. SALIARD	3628

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE _3_ MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on _22 October 2007_.

2a)☒ This action is **FINAL**. 2b)☐ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) _1-23_ is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) _1-23_ is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All b)☐ Some * c)☐ None of:

      1.☐ Certified copies of the priority documents have been received.

      2.☐ Certified copies of the priority documents have been received in Application No. _____.

      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☐ Information Disclosure Statement(s) (PTO/SB/08)
    Paper No(s)/Mail Date _____.

4)☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____.

5)☐ Notice of Informal Patent Application

6)☐ Other: _____.

DETAILED ACTION

Status of Claims

1.   Applicant has amended claims 1-7 and added new claims 8-23. No claims have

been cancelled. Thus, claims 1-23 remain pending and are presented for examination.

Response to Arguments

2.   Applicant argues, "No reasonable combination of the art of record suggests claim

1's peculiar combination including the recited steps of bi-directional coupon-related

communication via the global computer network, yet writing the coupon data into a

smart card." First, Examiner notes that a preamble is generally not accorded any

patentable weight where it merely recites the purpose of a process or the intended use

of a structure, and where the body of the claim does not depend on the preamble for

completeness but, instead, the process steps or structural limitations are able to stand

alone, See *In re Hirao, 535 F.2d 67, 190 USPQ 15 (CCPA 1976) and Kropa v. Robie,

187 F.2d 150, 152, 88 USPQ 478, 481 (CCPA 1951)*. Furthermore, Jovicic et al

discloses, "According to the present invention, user's general computing device

connected to the public network such as the Internet 122, establishes an on-line

session with the Internet Coupon Server 124… makes a selection 412 from the

available coupons in the Internet Coupon Server's browsing memory 128 which

contains a selection of coupons organized in a data base…By entering user input, such

as through the keyboard 114, the user can browse through the available coupons and

make a selection of one coupon 300. For example, user input accepted through the

keyboard 114 can step through, or browse through the available electronic coupons in

the Internet Coupon Server's browsing memory 128 during an on-line session and by

having the Internet Coupon Server 124 sequentially transmit digitized pattern of the

electronic coupon over public computer network such as the Internet 122, to Internet

node's 102 output device, such as the display 116. **Once the user viewing the**

display 116 selects an electronic coupon 300 being displayed, such as by

entering user input at the keyboard 114, the Internet Coupon Server 124 may ask

the user to choose if the coupon is to be mailed electronically, Internet Coupon

Server 124 prompts the user to input an electronic mail address 418. When

electronic mail address is imputed, Internet Coupon Server 124 mails the coupon

electronically to the addressee 420" [col 7, line 56- col 8, line 17]. Since *interactivity*

occurs when the Internet Coupon Server responds to the user computer's selection,

Jovicic et al discloses a user computer that is in bi-directional communication with a

global computer network. In addition, Nemirofsky et al discloses transmitting coupon

data to a computer screen over a computer network and writing the coupon data into a

smart card [col 8, lines 20-24]. Thus, the combination of Jovicic et al and Nemirofsky

were relied upon for the teaching of writing coupon data onto a smart card.

3.   Applicant argues that the motivation of provided by the Examiner (with regards to

the combination of Nemirofsky and Jovicic et al) is inapplicable to claim 1 because the

modification of Jovicic et al would be less convenient for consumers because electronic

means are available in Jovicic et al. However, Examiner notes that Jovicic et al also

discloses that the user may elect to have the coupon mailed electronically to the user so

that the user may print the coupon on the user's printing device [col 8, lines 18-40].

Combining the invention of Jovicic et al with Nemirofsky allows the electronically

transmitted coupon data to be written onto a smart card so that user does not have to

carry printed coupons to the store for redemption.   Thus, the combination of Jovicic et

al and Nemirofsky provide a convenient method for coupon redemption as suggested in

Nemirofsky [col 1, lines 48-50].

4.   Applicant argues that the Examiner's reliance on Valencia to modify Jovicic et al

is also inapplicable because there is already no necessity of redeeming paper coupons

in Jovicic et al's system.   However, Examiner submits that Jovicic et al discloses, "An

added feature of the invention is that the user may choose to e-mail the coupon to him

or herself allowing him or her to store the coupon for a later date handling or to send it

directly to the vendor's Internet node over public computer network... **If the user elects**

not to mail the coupon electronically, Internet Coupon Server 124 prompts the

user to input 424 whether the coupon is to be printed on the user's printing

device 118. If the user chooses the printing option, the Internet Coupon Server

124 sequentially transmits coupon's digital data pattern to the Internet node's

CPU 104 and the Internet node's printing device 118." [col 8, lines 19-38].   Jovicic et

al further discloses, "A person can select an electronic coupon 300 from the Internet

Coupon Server 124, **print out a hard copy and redeem it at the coupon redemption**

center 142 (retail outlet) or the user could send the coupon using electronic mail from

the Internet Coupon Server 124 directly to the redemption center's general computing

device connected into public computer network such as the Internet 122" [col 7, lines

46-52]. Thus, Jovicic et al provides paper coupons to customers which may be

redeemed.

Claim Rejections - 35 USC § 103

5.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set
> forth in section 102 of this title, if the differences between the subject matter sought to be patented and
> the prior art are such that the subject matter as a whole would have been obvious at the time the
> invention was made to a person having ordinary skill in the art to which said subject matter pertains.
> Patentability shall not be negatived by the manner in which the invention was made.

6.   **Claim 1** is rejected under 35 U.S.C. 103(a) as being unpatentable over Jovicic et

al [US 5,855,007] in view of Nemirofsky [US 5,953,047], and Valencia et al [US

5,380,991].

As per **claim 1**, Jovicic et al discloses (a) transmitting to the user computer via

the global computer network, data referring to the product [col 7, lines 56-64];

(b) subsequently receiving from the user computer, via the global computer network,

data indicating that the user desires to receive a coupon for the product [col 8, lines 1-

10]; (c) responsive to the receiving step, transmitting to the user computer via the global

computer network, coupon data representative of the coupon [col 8, lines 32-39].

Jovicic et al does not explicitly disclose using an address associated with the user

computer. However, Jovicic et al discloses the Internet node communicates using

Internet Protocol (IP) with another computer connected to the Internet [col 5, lines 32-

40, networks using IP protocol route messages based on IP address]. Therefore, it

would have been obvious to one of ordinary skill in the art at the time of the invention to

modify the invention of Jovicic et al to include using an address associated with the user

computer so that the computer knows where to send the information.

Jovicic et al does not disclose (d) writing the coupon data, transmitted in step (c), onto

the smart card. However, Nemirofsky discloses transmitting coupon data to a computer

screen over a computer network and writing the coupon data onto a smart card [col 8,

lines 20-24]. Therefore, it would have been obvious to one of ordinary skill in the art at

the time of the invention to modify the invention of Jovicic et al to include the method

disclosed by Nemirofsky. Nemirofsky provides the motivation that the invention

achieves real-time interactivity and is convenient for consumers [col 1, lines 48-50].

Jovicic et al does not disclose writing the coupon data onto a smart card with the smart

card reader/writer. However, Valencia discloses a paperless coupon redemption

system and method that includes a smart card and the terminal device (including card

reader/writer) in communication with the card so as to write the data into the smart card

and the POS reads the smart card with the reader/writer (Fig. 5). Therefore, it would

have been obvious to one of ordinary skill in the art at the time of the invention to modify

the invention of Jovicic et al to include the method disclosed by Valencia et al. Valencia

provides the motivation that the method allows a shopper to obtain the benefit of

reduced prices for certain items without the necessity of redeeming paper coupons

[Abstract].

7.   **Claims 2-4** are rejected under 35 U.S.C. 103(a) as being unpatentable over

Jovicic et al [US 5,855,007] in view of Nemirofsky [US 5,953,047], Valencia et al [US

5,380,991], and Christensen et al [U.S. Patent 5,710,886].

As per **claims 2-4**, Jovicic et al discloses (a) transmitting to the user computer

via the global computer network, data referring to the product [col 7, lines 56-64];

(b) subsequently receiving from the user computer, via the global computer network,

data indicating that the user desires to receive a coupon for the product [col 8, lines 1-

10]; (c) responsive to the receiving step, transmitting to the user computer via the global

computer network, coupon data representative of the coupon [col 8, lines 32-39].

Jovicic et al does not explicitly disclose using an address associated with the user

computer. However, Jovicic et al discloses the Internet node communicates using

Internet Protocol (IP) with another computer connected to the Internet [col 5, lines 32-

40, networks using IP protocol route messages based on IP address]. Therefore, it

would have been obvious to one of ordinary skill in the art at the time of the invention to

modify the invention of Jovicic et al to include using an address associated with the user

computer so that the computer knows where to send the information.

Jovicic et al does not disclose (d) writing the coupon data, transmitted in step (c), onto

the smart card. However, Nemirofsky discloses transmitting coupon data to a computer

screen over a computer network and writing the coupon data onto a smart card [col 8,

lines 20-24]. Therefore, it would have been obvious to one of ordinary skill in the art at

the time of the invention to modify the invention of Jovicic et al to include the method

disclosed by Nemirofsky. Nemirofsky provides the motivation that the invention

achieves real-time interactivity and is convenient for consumers [col 1, lines 48-50].

Jovicic et al does not disclose writing the coupon data onto a smart card with the smart

card reader/writer; (e) reading the coupon data with the second smart card

reader/writer; (f) determining if a list of products, being purchased by the user, includes

data corresponding to the coupon data; and (g) if the list of products includes data

corresponding to the coupon data, then crediting the user with an amount indicated by

the coupon data. However, Valencia discloses a paperless coupon redemption system

and method that includes a smart card and the terminal device (including card

reader/writer) in communication with the card so as to write the data into the smart card

and the POS reads the smart card with the reader/writer (Fig. 5). Therefore, it would

have been obvious to one of ordinary skill in the art at the time of the invention to modify

the invention of Jovicic et al to include the method disclosed by Valencia et al. Valencia

provides the motivation that the method allows a shopper to obtain the benefit of

reduced prices for certain items without the necessity of redeeming paper coupons

[Abstract]. Moreover, Christensen et al discloses transmitting to coupon data to a user

computer, via a global computer network [col 8, lines 42-col 9, lines 8; see fig, 10-13];

reading the coupon data; determining if a list of products includes data corresponding to

the coupon data; and reporting the coupon information to a clearinghouse [col 15, lines

20-col 16, lines 26]. Also, the Examiner takes Official Notice that it is old and well

known in the coupon industry to credit a customer with an amount indicated by the

coupon. Therefore, it would have been obvious to one of ordinary skill in the art at the

time of the invention to modify the invention of Nemirofsky et al to include the methods

disclosed by Christensen et al including crediting the user with amount indicated by the

coupon data. Valencia et al provides the motivation that the invention avoids the

traditional problems in which paper coupons must be distributed by a manufacturer,

retained by a customer, brought to a consumer outlet, organized at a checkout station,

inspected to determine whether the coupons are expired and then redeemed at a

central clearinghouse [col 2, lines 51-58].

8.   **Claim 5** is rejected under 35 U.S.C. 103(a) as being unpatentable over Jovicic et

al [US 5,855,007] in view of Jones [US 5,500,681], and Valencia et al [US 5,380,991].

As per **claim 5**, Jovicic et al discloses (a) viewing a plurality of available

downloadable coupons, received in a packet having an address associated with the

user computer in the global computer network, on the computer monitor;

(b) subsequently generating an input to the computer indicating a selection of a selected

coupon from the plurality of available downloadable coupons, to cause the computer to

send data, corresponding to the selected coupon, into the global computer network; [col

8, lines 1-17]; (c) subsequently receiving data corresponding to the selected coupon,

the received data having been transmitted using the address through the global

computer network after step (b) [col 8, lines 32-39]. Jovicic et al does not explicitly

disclose using an address associated with the user computer. However, Jovicic et al

discloses the Internet node communicates using Internet Protocol (IP) with another

computer connected to the Internet [col 5, lines 32-40, networks using IP protocol route

messages based on IP address]. Therefore, it would have been obvious to one of

ordinary skill in the art at the time of the invention to modify the invention of Jovicic et al

to include using an address associated with the user computer so that the computer

knows where to send the information. Jovicic et al does not further disclose receiving

the coupon is a packet. However, Jones et al discloses transmitting selected coupon to

a user through the use of a packet [col 4, lines 9-27 and 39-49]. Therefore, it would

have been obvious to one of ordinary skill in the art at the time of the invention to modify

the invention of Jovicic et al to include the method disclosed by Jones et al to transmit

longer messages more efficiently and reliably.

Jovicic et al does not disclose causing the received data to be written to the smart card;

and (d) presenting the smart card to a smart card reader/writer at the store while

purchasing a product corresponding to the coupon; (e) whereby the store applies a

credit specified by the data, written to the smart card in step (c), to a purchase price of

the product. However, Valencia et al discloses a paperless coupon redemption system

and method in which a smart card is presented to a reader/writer while purchasing a

product at a store [col 9, lines 40-53]. Also, the Examiner takes Official Notice that it is

and well known in the coupon industry to credit a customer with an amount indicated by

the coupon. Therefore, it would have been obvious to one of ordinary skill in the art at

the time of the invention to modify the invention of Jovicic et al to include the disclosed

by Valencia et including crediting a customer with an amount indicated by the coupon.

Valencia et al provides the motivation that the invention avoids the traditional problems

in which paper coupons must be distributed by a manufacturer, retained by a customer,

brought to a consumer outlet, organized at a checkout station, inspected to determine

whether the coupons are expired and then redeemed at a central clearing house [col 2, lines 51-58].

9.   **Claims 6 and 22** are rejected under 35 U.S.C. 103(a) as being unpatentable over Valencia et al [U.S. Patent 5,380,991] in view of Jovicic et al [US 5,855,007] and Nemirofsky et al [U.S. Patent No. 6,505,773].

As per **claim 6**, Valencia et al discloses (a) a processor in bi-directional communication with a computer network [col. 4 lines 14-15, the host computer or computer system being coupled to the smart card: col 8, lines 15-19]; (b) a smart card reader/writer circuit, in communication with the processor, capable of writing data to a smart card [see col. 4, lines 4-26; col 6, lines 29- 30 for using reader/writer]; and (c) program instructions that receive a user selection, and cause the processor to write data that is received via the global computer network onto a smart card via the smart card reader/writer circuit [col. 4,lines 30-36]. Valencia et al does not teach program instructions that receive coupon data having been transmitted through the global computer network after the program instructions send the corresponding selection through the global network. However, Jovicic et al discloses transmitting to the user computer via the global computer network, data referring to the product [col 7, lines 56-64]; subsequently receiving from the user computer, via the global computer network, data indicating that the user desires to receive a coupon for the product [col 8, lines 1-10] and (c) responsive to the receiving step, transmitting to the user computer via the

global computer network, coupon data representative of the coupon [col 8, lines 32-39].
Therefore, it would have been obvious to one of ordinary skill in the art at the time of the
invention to modify the invention of Valencia et al to include the method disclosed by
Jovicic et al. Jovicic et al provides the motivation that the invention that consumer
significantly decrease the amount of time and effort expended in locating, clipping, and
assembling of coupons [col 2, lines 20-39]. Valencia et al does not disclose causing the
processor to write coupon data from the user computer onto a smart card. However,
Nemirofsky discloses transmitting coupon data to a computer screen over a computer
network and writing the coupon data onto a smart card [col 8, lines 20-24]. Therefore, it
would have been obvious to one of ordinary skill in the art at the time of the invention to
modify the invention of Jovicic et al to include the method disclosed by Nemirofsky.
Nemirofsky provides the motivation that the invention achieves real-time interactivity
and is convenient for consumers [col 1, lines 48-50].

As per **claim 22**, Valencia et al does not teach wherein the program instructions
include a web browser for the World Wide Web. However, Jovicic et al discloses that a
user can select a coupon for a product by browsing the Internet [col 8, lines 32-39].
Therefore, it would have been obvious to one of ordinary skill in the art at the time of the
invention to modify the invention of Valencia et al. Jovicic et al provides the motivation
that the invention that consumer significantly decrease the amount of time and effort
expended in locating, clipping, and assembling of coupons [col 2, lines 20-39].

10.   **Claims 7 and 23** are rejected under 35 U.S.C. 103(a) as being unpatentable
over Christensen et al [U.S. Patent 5,710,886] in view of Jovicic et al [US 5,855,007],
Nemirofsky [US 5,953,047], and Valencia et al [US 5,380,991].

As per **claim 7**, Christensen et al discloses (a) a processor in bi-directional
communication with a global computer network [Fig. 2; col 7, lines 46-60]; and a
checkout station, for reading the coupon data stored on the smart card held by a user,
including: (a) a cash register; (b) a processor in communication with the cash register
and with a telecommunications link [see Fig. 2]; (d) retail program instructions that
execute the steps of: (i) reading coupon data on the smart card with the second smart
card reader/writer; (ii) determining if a list of products, being purchased by the user,
includes data corresponding to the coupon data; (iv) reporting the coupon to a coupon
clearinghouse via the telecommunications link [col 15, line 20-col 16, line 26].
Christensen et al does not disclose (c) user program instructions that receives a user
selection, sends the received selection through the global computer network, receives
coupon data corresponding to the selection, the received coupon data having been
transmitted through the global computer network after the program sends the
corresponding selection through the global computer network. However, Jovicic et al
discloses transmitting to the user computer via the global computer network, data
referring to the product [col 7, lines 56-64]; subsequently receiving from the user
computer, via the global computer network, data indicating that the user desires to
receive a coupon for the product [col 8, lines 1-10] and (c) responsive to the receiving
step, transmitting to the user computer via the global computer network, coupon data

representative of the coupon [col 8, lines 32-39]. Therefore, it would have been obvious

to one of ordinary skill in the art at the time of the invention to modify the invention of

Christensen et al to include the method disclosed by Jovicic et al. Jovicic et al provides

the motivation that the invention that consumer significantly decrease the amount of

time and effort expended in locating, clipping, and assembling of coupons [col 2, lines

20-39]. Christensen et al does not disclose causing the processor to write the coupon

data that is received via the global computer network onto a smart card via the first card

reader/writer. However, Nemirofsky discloses transmitting coupon data to a computer

screen over a computer network and writing the coupon data onto a smart card [col 8,

lines 20-24]. Therefore, it would have been obvious to one of ordinary skill in the art at

the time of the invention to modify the invention of Christensen et al to include the

method disclosed by Nemirofsky. Nemirofsky provides the motivation that the invention

achieves real-time interactivity and is convenient for consumers [col 1, lines 48-50].

Furthermore, Valencia discloses a paperless coupon redemption system and method

that includes a smart card and the terminal device (including card reader/writer) in

communication with the card so as to write the data into the smart card and the POS

reads the smart card with the reader/writer (Fig. 5). Therefore, it would have been

obvious to one of ordinary skill in the art at the time of the invention to modify the

invention of Christensen et al to include the method disclosed by Valencia et al.

Valencia provides the motivation that the method allows a shopper to obtain the benefit

of reduced prices for certain items without the necessity of redeeming paper coupons

[Abstract]. Christensen et al does not disclose (iii) if the list of products includes data

corresponding to the coupon data, and then crediting the user with a refund of an amount indicated by the coupon data. However, the Examiner takes Official Notice that it is and well known in the coupon industry to credit a customer with an amount indicated by the coupon. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Christensen et al to include the disclosed by Valencia et al including crediting a customer with an amount indicated by the coupon. Valencia et al provides the motivation that the invention avoids the traditional problems in which paper coupons must be distributed by a manufacturer, retained by a customer, brought to a consumer outlet, organized at a checkout station, inspected to determine whether the coupons are expired and then redeemed at a central clearing house [col 2, lines 51-58].

As per **claim 23**, Christensen et al does not disclose wherein the user program instructions include a web browser for the World Wide Web. However, Jovicic et al discloses that a user can select a coupon for a product by browsing the Internet [col 8, lines 32-39]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Christensen et al. Jovicic et al provides the motivation that the invention that consumer significantly decrease the amount of time and effort expended in locating, clipping, and assembling of coupons [col 2, lines 20-39].

11.   **Claims 8-10** are rejected under 35 U.S.C. 103(a) as being unpatentable over Jovicic et al [US 5,855,007] in view of Nemirofsky [US 5,953,047], and Valencia et al [US 5,380,991] as applied to claim 1 above, and further in view of "Bell Atlantic

Introduces Interactive Yellow Pages" by Jennifer Bono (hereinafter referred to as 'Bono').

As per **claim 8**, Jovicic et al does not disclose wherein the step of transmitting data referring to a product includes transmitting hypertext, and the step of receiving is performed after the user computer selects the hypertext by invoking a web browser for the World Wide Web. However, Bono discloses advertisers that provide links to coupons [pg. 1, para. 5 – pg. 2, para 1]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Jovicic et al to include the method disclosed by Bono to allow a user to easily navigate the site.

As per **claim 9**, Jovicic et al further discloses wherein the step of transmitting coupon data is performed after the user computer sends an email address [col 8, lines 10-17].

As per **claim 10**, Jovicic et al further discloses wherein the step of transmitting data referring to a product includes transmitting a Form, and the step of receiving is performed after the user computer invokes the Form [col 10, lines 21-45; Examiner interprets standard information (i.e., information from coupon database fields along with name, ID number, Internet address, etc.) that is displayed as part of the coupon for user's perusal to be a Form].

12.   **Claims 11-19** are rejected under 35 U.S.C. 103(a) as being unpatentable over Jovicic et al [US 5,855,007] in view of Nemirofsky [US 5,953,047], Valencia et al [US 5,380,991], and Christensen et al [U.S. Patent 5,710,886] as applied to claims 2-4

above, and further in view of "Bell Atlantic Introduces Interactive Yellow Pages" by

Jennifer Bono (hereinafter referred to as 'Bono').

As per **claims 11, 14 and 17**, Jovicic et al does not disclose wherein the step of

transmitting data referring to a product includes transmitting hypertext, and the step of

receiving is performed after the user computer selects the hypertext by invoking a web

browser for the World Wide Web. However, Bono discloses advertisers that provide

links to coupons [pg. 1, para. 5 – pg. 2, para 1]. Therefore, it would have been obvious

to one of ordinary skill in the art at the time of the invention to modify the invention of

Jovicic et al to include the method disclosed by Bono to allow a user to easily navigate

the site.

As per **claims 12, 15, and 18**, Jovicic et al further discloses wherein the step of

transmitting coupon data is performed after the user computer sends an email address

[col 8, lines 10-17].

As per **claims 13, 16, and 19**, Jovicic et al further discloses wherein the step of

transmitting data referring to a product includes transmitting a Form, and the step of

receiving is performed after the user computer invokes the Form [col 10, lines 21-45;

Examiner interprets standard information (i.e., information from coupon database fields

along with name, ID number, Internet address, etc.) that is displayed as part of the

coupon for user's perusal to be a Form].

13.   **Claims 20-21** are rejected under 35 U.S.C. 103(a) as being unpatentable over

Jovicic et al [US 5,855,007] in view of Jones [US 5,500,681], and Valencia et al [US

5,380,991] applied to claim 5 above, and further in view of "Bell Atlantic Introduces

Interactive Yellow Pages" by Jennifer Bono (hereinafter referred to as 'Bono').

As per **claim 20**, Jovicic et al does not disclose wherein the step of viewing

includes viewing hypertext by invoking a web browser for the World Wide Web.

However, Bono discloses advertisers that provide links to coupons [pg. 1, para. 5 – pg.

.2, para 1]. Therefore, it would have been obvious to one of ordinary skill in the art at the

time of the invention to modify the invention of Jovicic et al to include the method

disclosed by Bono to allow a user to easily navigate the site.

As per **claim 21**, Jovicic et al further discloses wherein generating an input

includes invoking a Form, and entering an email address [col 8, lines 10-17; col 10,

lines 21-45; Examiner interprets standard information (i.e., information from coupon

database fields along with name, ID number, Internet address, etc.) that is displayed as

part of the coupon for user's perusal to be a Form].

Conclusion

14.   Applicant's amendment necessitated the new ground(s) of rejection presented in

this Office action. Accordingly, **THIS ACTION IS MADE FINAL.** See MPEP

§ 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37

CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE

MONTHS from the mailing date of this action. In the event a first reply is filed within

TWO MONTHS of the mailing date of this final action and the advisory action is not

mailed until after the end of the THREE-MONTH shortened statutory period, then the

shortened statutory period will expire on the date the advisory action is mailed, and any

extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of

the advisory action. In no event, however, will the statutory period for reply expire later

than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the

examiner should be directed to SHANNON S. SALIARD whose telephone number is

(571)272-5587. The examiner can normally be reached on Monday - Friday, 8:00 am -

4:30 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, John W. Hayes can be reached on 571-272-6708. The fax phone number

for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the

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system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Please address mail to be delivered by the United States Postal Service (USPS) as follows:

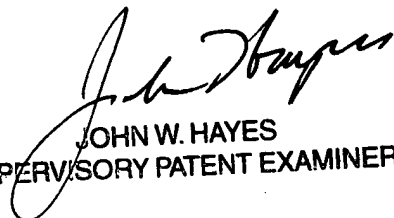**Commissioner of Patents and Trademarks**

Washington, D.C. 20231

Or faxed to:

(571) 273-5587 [Informal/ Draft Communications, labeled

"PROPOSED" or "DRAFT"]

Hand delivered responses should be brought to the Customer Service Window, Randolph Building, 401 Dulany Street, Alexandria, VA 22314

Shannon S Saliard
Examiner
Art Unit 3628

sss

JOHN W. HAYES
SUPERVISORY PATENT EXAMINER